

## Alibaba Cloud Partners with SK Holdings C&C to Provide Cloud Services to Korean and Chinese Companies

**South Korea, April 27, 2016** – Alibaba Cloud, the cloud computing arm of Alibaba Group Holding Limited (NYSE: BABA), and Korea-based SK Holding C&C announced an agreement that furthers Alibaba Cloud's strategy to provide sophisticated cloud-based solutions to accelerate the growth of global businesses in China and abroad.

SK Holdings will develop a stable, high-speed dedicated cloud portal in the Korean language for businesses operating in sectors such as gaming, online shopping and ICT (information and communications technology). The portal will monitor clients' network and system 24/7 and provide infrastructure, resource allocation and management services using resources from Alibaba Cloud. The platform, which integrates cloud offerings from both Alibaba Cloud and SK Holdings C&C, will assist Korean companies to enter the China market while also benefiting Chinese companies in Korea.

Sicheng Yu, Vice President of Alibaba Cloud, said, "SK Holdings C&C is a well-respected ICT service provider in Korea, and we are proud to partner with them to extend our global footprint. We believe the collaboration will empower clients from both Alibaba Cloud and SK by offering them one global account through which they will enjoy reliable, fast-speed cloud services without borders."

Kyeol Lee, Finance & Cloud Business Group Head of SK Holdings C&C, said, "This partnership provides a fast track to China for Korean gaming and online shopping companies and small hidden champions. We will provide fast and convenient cloud services to Korean companies operating in China as well as Chinese firms operating in Korea."

Users of the new portal will also enjoy access to cloud-based solutions developed by third-party ICT companies and start-ups in the forms of PaaS (Platform as a Service) and SaaS (Software as a Service). This partnership lays a foundation for the two parties to cooperate on the recently announced "Create@Alibaba Cloud" initiative, which aims to champion the growth of start-ups in Asia and beyond through comprehensive network support and an innovative suite of cloud infrastructure services.

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### About Alibaba Cloud

Established in September 2009, Alibaba Cloud ([intl.aliyun.com](http://intl.aliyun.com)), Alibaba Group's cloud computing arm, develops highly scalable platforms for cloud computing and data management. It provides a comprehensive suite of global cloud computing services to support businesses and customers, as well as participants of Alibaba Group's online and mobile commerce ecosystem. Alibaba Cloud is a business of Alibaba Group.

### About SK Holding C&C

SK Holdings C&C, as a business-centered holding company, is driving to search sustainable growth model and innovate business structure through focusing on IT/ICT convergence business. It continues to evolve into a future-oriented IT service provider, implementing the latest technologies, such as Internet of Things(IoT), cloud, big data and mobile. By fostering the three growth areas, which include smart factory,

convergence smart logistics and cloud computing, it aims to take a step forward to the global top ICT company. In addition, SK Holdings C&C will strengthen its partnerships with leading global companies in order to grow further as an innovative company on the global stage.

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